





JORDAN

Tobacco industry profile



World Health Organization

Regional Office for the Eastern Mediterranean

COUNTRY PROFILE		INDUSTRY			
 <p>Trends</p>	<ul style="list-style-type: none"> 29% of adults smoke tobacco daily, the highest in the WHO Eastern Mediterranean Region (1). The adult male smoking rate is 49.6%, with female prevalence at 5.7% (1). 26.1% of youth aged 13–15 years smoked in 2009 and this fraction is rising (2). 	Domestic <p>Union Tobacco Company (8)</p> <ul style="list-style-type: none"> Established in July 1993 in Amman, Jordan. Has subsidiaries operating across Jordan and Egypt. Operates 35 brands under its name. Launched its own new molasses tobacco product, Sheish Beish. <p>Jordan Tobacco and Cigarettes Co. (9)</p> <ul style="list-style-type: none"> The company was founded in 1931. Active in funding tobacco farmers and providing them with loans (still need to find reference). 			
	 <p>Products</p>	<ul style="list-style-type: none"> Any tobacco smoked (daily): 49.6% among men, 5.7% among women (1). 	International <p>Philip Morris Jordan Ltd. Co. (10)</p> <ul style="list-style-type: none"> Largest import footprint in Jordan, and employs nearly 210 people within the country. Acquired assets and trademark of International Tobacco Cigarettes Co. in June 2011, including local brands such as Mercury and Kareem. Main brands: Marlboro, Parliament, L&M, Mercury 		
 <p>Finance</p>	<ul style="list-style-type: none"> Total expenditure on health was 8.4% of gross domestic product in 2012 (3) and 7.5% of gross domestic product in 2014 (4). Total per capita expenditure on health was Intl\$ 798 in 2014 (4). Price of lowest cost brand for 20 cigarettes is 1.40 Jordanian dinars (US\$ 1.972) (1). Illicit tobacco trade is estimated to be 10–12% of the market, primarily from cross-border smuggling (5). 	<p>British American Tobacco Middle East (11)</p> <ul style="list-style-type: none"> Brands sold by British American Tobacco Jordan and manufactured via license agreement with local partner. Sells the most popular brands of the country: Viceroy and Rothmans. 			
	<ul style="list-style-type: none"> Every year more than 2200 Jordanians are killed by tobacco-related disease (6). 	BY THE NUMBERS <table border="1"> <tr> <td>26.1%</td> <td>Proportion of youth aged 13–15 years who currently smoke some form of tobacco (2).</td> </tr> </table>		26.1%	Proportion of youth aged 13–15 years who currently smoke some form of tobacco (2).
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Mortality	<ul style="list-style-type: none"> Lung cancer is the leading cause of cancer death (7). 14.8% of adult male and 9.8% of adult female deaths were attributable to tobacco in 2010 (6). 	20.7%	Proportion of youth aged 13–15 years who currently smoke shisha (waterpipe, hookah, or nargileh) (12).
		60%	Proportion of Jordanian children exposed to second-hand smoke (8).
TRADE		CORPORATE SOCIAL RESPONSIBILITY	
Imports Jordan bolstered imports of leaf tobacco and special blends of cut tobacco to allow increased output of cigarettes (13).		<p style="text-align: center;">Corporate social responsibility is an inherent contradiction as the industry’s core functions are in conflict with the goals of public health policies with respect to tobacco control.</p> <p>Corporate social responsibility activities have been reported. However, countries are encouraged to abide by article 5.3 of the WHO Framework convention on Tobacco control, protecting public health policies with respect to Tobacco control from commercial and other vested interests of the tobacco industry, through banning corporate social responsibility activities by the tobacco industry, often used to circumvent laws regulating the industry.</p>	
Exports Cigarette exports totalled US\$ 11 million in 2011 (14).			
Trade value, 2011 (million US\$) (13) Export Cigarettes 11.00 Unmanufactured tobacco 2.47 Import Cigarettes 0.14 Unmanufactured tobacco 22.00			
EMPLOYMENT			
400	Number of employees at Union Tobacco, Jordan’s largest tobacco manufacturer (10).		
2.1%	Percentage of the workforce employed in the agricultural sector in 2011 (15).		
MARKETING		TOBACCO-RELATED LITIGATION	
<ul style="list-style-type: none"> Despite banning direct tobacco advertising (1), 61.9% of youth saw pro-cigarette ads in newspapers or magazines in the previous 30 days, 2009 (2). 		The Ministry of Health has filed a lawsuit against a local tobacco manufacturer for including a printed advertisement on tobacco packets stating that the company has reduced the prices of its products (16).	
INDUSTRY INTERFERENCE		NEXT STEPS	
Effectively resisted tax increases. <i>“It’s a very well-calculated move by the tobacco industry.”</i> <i>Dr Feras Hawari, Head of the Cancer Control Office at King Hussein Cancer Center on the tobacco industry’s price cuts for cigarettes (17)</i>		As a Party to the WHO Framework Convention on Tobacco Control (WHO FCTC), Jordan should continue to make progress in implementing tobacco regulation. It is recommended that Jordan focus on: <ul style="list-style-type: none"> fully operationalizing the Guidelines of Article 5 of the WHO FCTC at national level; introducing a multisectoral approach to the implementation of Article 5.3, within the implementation of the WHO FCTC; 	

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| | <ul style="list-style-type: none">• putting in place a mechanism to monitor the tobacco industry activities and report publicly on that if and when possible. |
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References

1. [WHO report on the global tobacco epidemic, 2013. Appendix XI](#)
2. [Global Youth Tobacco Survey fact sheet, Jordan, 2009](#)
3. [Demographic, social and health indicators for countries of the Eastern Mediterranean, 2013](#)
4. [WHO country statistics: Jordan](#)
5. [Status of the illicit tobacco trade in the Eastern Mediterranean Region](#)
6. [The tobacco atlas: country fact sheet: Jordan](#)
7. [WHO fact sheet: cancer](#)
8. [Union Tobacco \(UTOB\)](#)
9. [Overview Jordan Tobacco and Cigarettes Co. Ltd](#)
10. [Phillip Morris International, Jordan](#)
11. [British American Tobacco Middle East](#)
12. [The waterpipe: an emerging global risk for cancer](#)
13. [Tobacco International: Middle East market report](#)
14. [UN comtrade database](#)
15. [Assessment of the agricultural sector in Jordan](#)
16. [Petra news agency](#)
17. [Low-priced tobacco lights up controversy in Jordan](#)

See also [World factbook: Jordan](#)